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PTO/SB/21 (12-97)
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TRANSMITTAL FORM		Application Number	09/714,857
<i>(to be used for all correspondence after initial filing)</i>		Filing Date	November 16, 2000
		First Named Inventor	Jansen, et al.
		Group Art Unit	3622
		Examiner Name	James W. Myhre
Total Number of Pages in This Submission		Attorney Docket Number	24349.010

ENCLOSURES <i>(check all that apply)</i>		
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Firm or Individual name	Cowan, Liebowitz & Latman, P.C.
Signature	
Date	July 6, 2004

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FEE TRANSMITTAL for FY 2003

Effective 01/01/2003. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 180.00)

Complete if Known

Application Number	09/714,857
Filing Date	November 16, 2000
First Named Inventor	Jansen, et al.
Examiner Name	James W. Myhre
Art Unit	3622
Attorney Docket No.	24349.010

METHOD OF PAYMENT (check all that apply)

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1. BASIC FILING FEE

Large Entity	Small Entity	Fee Description	Fee Paid
Fee Code (\$)	Fee Code (\$)		
1001 750	2001 375	Utility filing fee	
1002 330	2002 165	Design filing fee	
1003 520	2003 260	Plant filing fee	
1004 750	2004 375	Reissue filing fee	
1005 160	2005 80	Provisional filing fee	
SUBTOTAL (1)		(\$ 0-)	

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Independent Claims	Multiple Dependent	Extra Claims	Fee from below	Fee Paid
			-20** =	X	=
			-3*** =	X	=

Large Entity	Small Entity	Fee Description
Fee Code (\$)	Fee Code (\$)	
1202 18	2202 9	Claims in excess of 20
1201 84	2201 42	Independent claims in excess of 3
1203 280	2203 140	Multiple dependent claim, if not paid
1204 84	2204 42	** Reissue independent claims over original patent
1205 18	2205 9	** Reissue claims in excess of 20 and over original patent
SUBTOTAL (2)		(\$ 0-)

**or number previously paid, if greater; For Reissues, see above

3. ADDITIONAL FEES

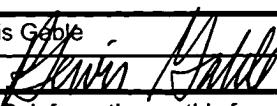
Large Entity Small Entity

Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 . 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 110	2251 55	Extension for reply within first month	
1252 410	2252 205	Extension for reply within second month	
1253 930	2253 465	Extension for reply within third month	
1254 1,450	2254 725	Extension for reply within fourth month	
1255 1,970	2255 985	Extension for reply within fifth month	
1401 320	2401 160	Notice of Appeal	
1402 320	2402 160	Filing a brief in support of an appeal	
1403 280	2403 140	Request for oral hearing	
1451 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 110	2452 55	Petition to revive - unavoidable	
1453 1,300	2453 650	Petition to revive - unintentional	
1501 1,300	2501 650	Utility issue fee (or reissue)	
1502 470	2502 235	Design issue fee	
1503 630	2503 315	Plant issue fee	
1460 130	1460 130	Petitions to the Commissioner	
1807 50	1807 50	Processing fee under 37 CFR 1.17(q)	
1806 180	1806 180	Submission of Information Disclosure Stmt	180.00
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	
1809 750	2809 375	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 750	2810 375	For each additional invention to be examined (37 CFR 1.129(b))	
1801 750	2801 375	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	

Other fee (specify) _____

*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) **(\$ 180.00)**

SUBMITTED BY		(Complete if applicable)		
Name (Print/Type)	R. Lewis Gable	Registration No.	22,479	Telephone 212-790-9200
Signature		Attorney/Agent		Date July 6, 2004

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Jansen, et al.

Serial No.: 09/714,857

Filed: November 16, 2000

Group Art Unit: 3622

Examiner: James W. Myhre

For: **LOYALTY PROGRAM TRACKING AND CONVERSION
SYSTEM**

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GROUP 3600

July 6, 2004

Commissioner for Patents
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INFORMATION DISCLOSURE STATEMENT

SIR:

Applicants list below the documents known to applicants and their counsel which they believe may be material to the examination of this application and in respect of which there may be a duty to disclose in compliance with the requirements of 37 C.F.R. §1.56 as follows:

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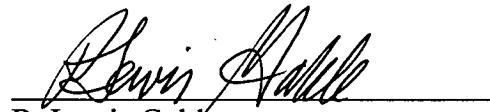
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Applicant does not waive any rights to take appropriate action to establish patentability over any of the listed documents should they be applied as references against the claims of the present application.

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The submission of this Information Disclosure Statement is made before receipt of the initial Office Action. Any fee required for this filing, or any overpayment, should be charged to Deposit Account No. 03-3415.

Respectfully submitted,



R. Lewis Gable
Reg. No. 22,479

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1133 Avenue of the Americas
New York, NY 10036-6799
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Complete if Known

Application Number	09/714,857
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First Named Inventor	Jansen, et al.
Group Art Unit	3622
Examiner Name	James W. Myhre
Attorney Docket Number	24349.010

U.S. PATENT DOCUMENTS

Examiner Initials ¹	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
	A11	6,193,152			05/09/1997	
	A12	6,128,599			10/09/1997	
	A13	6,119,933			07/16/1998	
	A14	6,049,778			10/31/1997	
	A15	6,018,718			08/28/1997	
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	A17	5,991,376			05/20/1997	
	D13	6,009,412			06/25/1998	
	E1	09/218,019			12/22/1998	
	E2	09/677,401			09/29/2000	
	E3	09/272,153			03/19/1999	
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	E5	09/165,457			10/02/1998	
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	E10	6,594,639			04/19/1999	
	E11	6,585,622			12/03/1999	
	E12	6,578,735			02/02/2000	

FOREIGN PATENT DOCUMENTS

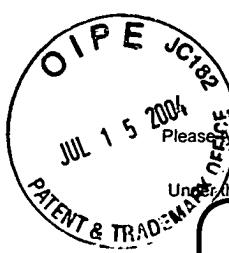
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	A1	EP	00303839		05/06/1999		
	A2	EP	00200964		03/19/1999		
	A3	EP	99310201		12/21/1998		
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	A19	WO	00/108113		07/22/1999		
	A20	WO	00/106438		07/20/1999		

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Application Number	09/714,857
Sheet	2	of	13	Filing Date	November 16, 2000
				First Named Inventor	Jansen, et al.
				Group Art Unit	3622
				Examiner Name	James W. Myhre
				Attorney Docket Number	24349.010

U.S. PATENT DOCUMENTS						
Examiner Initials ¹	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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	E18	6,490,411			03/21/2000	
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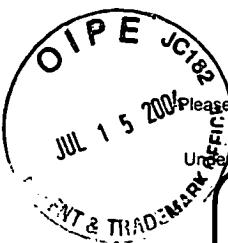
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	A29	WO	09920013		10/09/1997	
	A30	WO	09913438		09/05/1997	

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				Group Art Unit	3622
				Examiner Name	James W. Myhre
				Attorney Docket Number	24349.010

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	F3	EP	01271045.5			10/31/2000		
	F4	EP	01964319.6			08/29/2000		
	F5	EP	01926132.0			05/16/2000		
	F6	EP	01949530.8			06/26/2000		
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	F16	EP	00915740.5			02/05/1999		
	F17	EP	00938340.7			06/30/1999		

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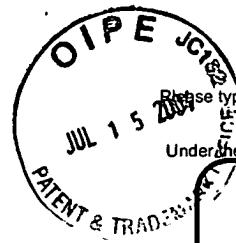
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				Examiner Name	James W. Myhre
Sheet	6	of	13	Attorney Docket Number	24349.010

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Sheet

11 of 13

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Application Number	09/714,857
Filing Date	November 16, 2000
First Named Inventor	Jansen, et al.
Group Art Unit	3622
Examiner Name	James W. Myhre
Attorney Docket Number	24349.010

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

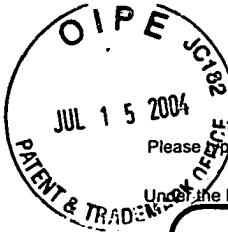
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		A8. Hong, Jae-Young, et al., "Design and Implementation of the System Provide of the Loyalty Service for Electronic Commerce", Journal of KISS: Computing Practices, vol. 6, no. 3, June, 2000, pp 348-355.	
		A9. Leinwand, A., "A Distributed-Star Overnet for Global Business Applications", IEEE Globecom, 8-12 Nov. 1998, vol. 2, 1998, pp 1291-1296.	
		A10. Munger, S., "Leveraging New Technology to Build Brand Loyalty", Direct Marketing, vol. 59, no. 8, December, 1996, pp 58-60.	
✓		B1. Hamstra, Mark, "MemberWorks Invests \$50 Million to Move Club Business to the Internet Annotated Title-MemberWorks Inc. to Invest Over \$50 Mil in Next 6 Quarters to Shift Much of its Membership-club Business to the Internet", DM News, vol. 22, no. 10, March 13, 2000, p 34.	
		B2. "MyPoints Signs Two Promotions Pacts", DM News, vol. 21, no. 46, December 13, 1999, p 1.	
✓		C1. Beardi, Cara, "Carlson Brings Loyalty Program to the Internet", Advertising Age, vol. 71, no. 36, August 28, 2000, p 33.	
		C2. Goldie-Scot, Duncan, "MasterCard Turns Beenz into Money – A new Reward Card is to be Launched", Financial News, May 15, 2000.	
		C3. Hein, Kenneth, "FunnyMoney.com Enters the Loyalty Points Arena", iMarketing News, vol. 2, no. 17, May 1, 2000, p 35.	
		C4. Hein, Kenneth, "Shakeout Begins in Loyalty Points Arena", iMarketing News, vol. 2, no. 16, April 24, 2000, p 6.	
		C5. Hein, Kenneth, "Online Loyalty Points Provider Makes Move Offline", iMarketing News, vol. 2, no. 9, March 6, 2000.	
		C6. Hein, Kenneth, "Sportcut.com Pays eBucks for Visits", iMarketing News, vol. 2, no. 1, January 10, 2000, p 12.	

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Sheet 12 of 13

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		C7. Judge, Debra, "Loyal to a Point", Internet World, December 1, 1999.	
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		C9. Oberndorf, Shannon, "Points for Loyalty", Catalog Age, vol. 14, no. 13, December, 1997, pp 35, 38.	
	✓	D1. Neel, K.C., "CNN Piles on the Miles", Cable World, col. 12, no. 44, October 30, 2000, p 32.	
		D2. "Developing Payments Loyalty", Electronic Payments International, October 31, 1999, p 13.	
		D3. "U.S. Loyalty Programs Goes Online With British Telecom", Euromarketing via E-mail, vol. III, no. 7, November 12, 1999.	
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		D6. "Netcentive Network", Customer Loyalty Today, vol. 6, no. 6, June, 1999, p 6.	
		D7. Turcsik, Richard, "Up, Up and Away", Brandmarketing, vol. VI, no. 4, May, 1999, p 46.	
		D8. "Internet Marketing Concepts Patented", San Jose Mercury News, August 27, 1998.	

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Sheet

13

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		D9. "Wells Fargo Joins Internet Sales Program", American Banker, vol. CLXII, no. 194, October 8, 1997, p 21.	
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		D11. "Net Surfers Rack Up Travel Miles", USA Today, vol. 16, no. 11, September 29, 1997, p 1B.	
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		D16. "Netcentives Powers Latin American Loyalty Network", PR Newswire, September 13, 2000.	
		D17. "Netcentives Goes Universal", San Francisco, Business Times, vol. 14, no. 32, March 10, 2000, p 10.	
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